GOVERNMENT OF INDIA
TOURISM
LOK SABHA

STARRED QUESTION NO:102
ANSWERED ON:02.05.2016
Establishment of MICE
Shrirang Shri Chandu Barne;Yadav Shri Dharmendra

Will the Minister of TOURISM be pleased to state:

(a) whether the Government is considering establishment of Meetings, Incentives, Conferences, and Events (MICE)-cum-cultural centres in various parts of the country;
(b) if so, the details thereof and the extent to which it is likely to assist the tourism development in the country;
(c) whether the Government is planning heritage tourism circuits in the country as a part of the Swadesh Darshan initiative of the Government;
(d) if so, the details thereof and the plan prepared for creating heritage tourism circuits in the country; and
(e) the details of funds allocated for development of heritage tourism circuits State/UT-wise and the time by which these circuits are likely to be started?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a) to (e): A Statement is laid on the Table of the Sabha.

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STATEMENT IN REPLY TO LOK SABHA STARRED QUESTION NO.â€ *102 ANSWERED ON 02.05.2016 REGARDING ESTABLISHEMENT OF MICE.

(a) & (b): India is in a continuous process of upgrading its MICE (Meetings, Incentives, Conferences & Exhibitions) facilities. A large number of Convention Centres are available in India. The important conference centres in the country are at New Delhi, Mumbai, Cochin, Hyderabad, Jaipur etc.

Development and promotion of tourism and tourism related infrastructure including establishing MICE cum cultural centres is the responsibility of the State Governments and Union Territory Administrations. The Ministry of Tourism extends Central Financial Assistance (CFA) to the State Governments and Union Territory Administrations for developing tourism and tourism related infrastructure including Convention centres, cultural centres etc., under relevant schemes for projects submitted by them including funding for PPP projects under Large Revenue Generating (LRG) Projects. However, the Ministry of Tourism does not have any specific scheme to establish MICE cum Cultural Centres in the country.

(c) to (e): The Ministry of Tourism has launched Swadesh Darshan scheme in the financial year 2014-15 with a vision to develop theme based tourist circuits in the country on the principles of high tourist value, competitiveness and sustainability in an integrated manner by synergizing efforts to focus on needs and concerns of all stakeholders to enrich tourist experience and enhance employment opportunities.

Under the Swadesh Darshan scheme, so far thirteen thematic circuits have been identified for development, namely North-East India Circuit, Buddhist Circuit, Himalayan Circuit, Coastal Circuit, Krishna Circuit, Desert Circuit, Tribal Circuit, Eco Circuit, Wildlife Circuit, Rural Circuit, Spiritual Circuit, Ramayana Circuit and Heritage Circuit.

The Heritage Tourism Circuit was launched in the month of December 2015.
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